

## Share this opportunity with a friend.

Do you have any friends who smoke? Give this special opportunity to one of them. Have them complete this short survey and return it to become eligible for future mailings and special offers from Benson & Hedges.

Name \_\_\_\_\_  
(PLEASE PRINT)  
Address \_\_\_\_\_ Apt. # \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_  
Date of Birth \_\_\_\_\_

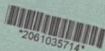
*By completing this questionnaire, I certify that I am a smoker 21 years of age or older and am willing to receive free samples of cigarettes in the mail.*

1. My regular brand of cigarettes is: \_\_\_\_\_

2. Does your regular brand have any of the following words on the pack?

(Check all that apply.)

- ☐ Lights    ☐ Ultra    ☐ Low Tar  
☐ Milds    ☐ Extra    ☐ None of these



3. Is it: ☐ Menthol    ☐ Non-Menthol

4. Is it: ☐ Regular/King size    ☐ Long/100's    ☐ Extra Long/120's

5. About how long have you been smoking this brand?

- ☐ 6 months or less    ☐ 1 to 2 years    ☐ 10 to 20 years  
☐ 7 months to 1 year    ☐ 2 to 10 years    ☐ More than 20 years

427

6. Do you usually buy it in...?

- ☐ Soft Pack    ☐ Hard Box    ☐ Both ways

7. Do you usually buy it by the:

- ☐ Pack    ☐ Carton    ☐ Both ways

8. Out of the last 10 times you bought cigarettes (whether packs or cartons), how many times did you use money-off coupons?

- ☐ None    ☐ 1 to 2 times    ☐ 3 to 6 times    ☐ 7 or more times